

# BRANDYWINE RACEWAY

P. O. BOX 7009 • WILMINGTON, DELAWARE 19803 • (302) 478-1220

September 23, 1987

Ms. Esther L. Fortner  
Manager, Special Media  
Philip Morris  
120 Park Avenue  
New York, NY 10017

Dear Ms. Fortner:

Thank you for your letter of September 15 advising of the shipment of new copy for the Marlboro clocks to be installed at Brandywine and also your interest in visiting the plant during the racing season to get acquainted and to discuss your advertising package.

Please be advised that we have been in receipt of the new copy for the Marlboro clocks. However, since Brandywine's 1987 racing season ended on September 7 and there is very little activity on the grounds between now and the reopening scheduled for March 27, we believe it would be in Marlboro's best interest to install the new copy a week or so prior to our 1988 opening rather than now. If this is agreeable and pursuant to your request, as soon as the replacements have been made, we will be sending a photograph of each clock for your files.

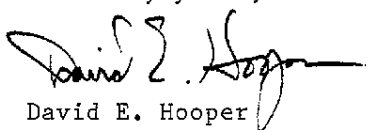
Although your letter indicated that you wished to visit during the racing season, I would hope that we might have an opportunity to meet within the next few weeks to discuss not only your advertising package but also a corporate sponsorship package which we are putting together for consideration. You may well be aware of the fact that Marlboro took the back cover of our racing program for advertising purposes for the last 100 days of this year's 138-day meeting which permitted us to provide our patrons with a very attractive 4-color cover.

In early planning for the 1988 Brandywine racing season, we would be very interested in renewing the advertising contract for the program and also discussing possible expansion of Marlboro advertising on the grounds which we believe would be mutually beneficial.

In consideration of the above, I hope that we may be able to get together within the next few weeks as well as sometime during the 1988 race meet.

Thanking you for your interest in Brandywine, I am

Sincerely yours,



David E. Hooper  
Vice President/General Manager

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